**Nike Community Impact Fund 2022**

***CREATE STRONGER COMMUNITIES IN BERLIN, GERMANY THROUGH THE POWER OF SPORT***

**Financial support**

Selected projects can receive financial support ranging from €5.000 to a maximum of €10.000.

A total budget of €105.000 is available.

Nike employees can get involved in the projects as volunteers.

**Selection**

Selection of application forms takes place in three stages:

Stage 1 - An independent jury of experts makes a preselection based on the selection criteria set out below.

Stage 2 – The Nike employee committee makes a final selection of 10 projects, taking into account the selection criteria and the available budget.

**Selection Criteria**

\* **Aim of the project**. This should be a concrete local initiative by a club/community organization in the areas of Friedrichshain, Neukölln and/or Kreuzberg. The initiative seeks to use sport or play to:

1. offer an added social value, meaning a positive influence on social skills, mental wellbeing, lifestyle habits etc,

2. connect community groups,

3. include disadvantaged groups.

\* **Target group**. The initiative should demonstrate that it reaches or wishes to reach vulnerable people (6-25y) who might typically be excluded: immigrants, homeless, refugees, people with mental or physical disabilities, teenage girls and underprivileged people. It should be clearly indicated how these vulnerable groups will be encouraged to engage in more physical activities.

\* **Accessibility**. The project explains how it makes / wishes to make its own infrastructure and activities accessible to diverse populations. This may involve various different aspects such as geographical accessibility, registration fees and cost of equipment, registration procedures, opening times, teaching methods etc.

\* **Sustainability**.  The project is not a one-off activity but already works with any of the afore-mentioned groups on a regular basis or aims to start up something that will have sustained effects and has a potential of continuity.

\* **Tangible impact**. The initiative can indicate how such grant will create additional or higher impact in benefit of the afore-mentioned groups*.*

\* **Partnerships**: Projects that collaborate with other organisations or expand their activities to other populations (in the neighbourhood) have an extra advantage.  
  
\* **Timing**.  Implementation of the initiative must be ongoing or start in September 2022 at the latest and should aim run over a period of at least 12 months.  Since we wish to support sustainable projects, the project may run over several years.  
  
\* **Multiplier effect**. It is an added advantage if the project can serve as an example and be multiplied in other places and/or can inspire other organizations.  
  
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